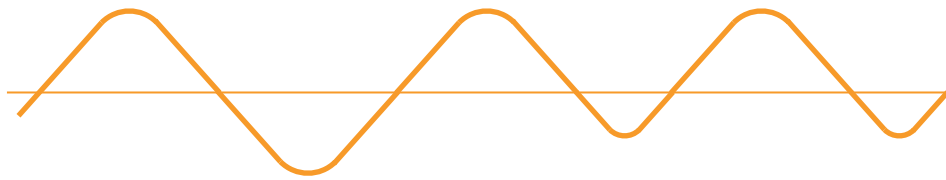# wire
your customer!

LiveCall

Analogue

Long-term relationships create the basis for mutual trust. The sales agent becomes the face of the company. He is the first contact for new projects, tasks and solving problems.

The versatile contact options and high demands on relationships are personnel-intensive and generates high costs.

Exhibitions

Brings manufacturers and customers together at one place. News, solutions and innovations will be presented.

pro
- Personal conversation
- Image care
- Market overview
- Presentation novelties
- Brochures handover

contra
- Planning intensive
- High effort
- Declining nr. of visitors
- High journey costs
- Competition comparison
- Limit in time and location
- High expenses

Roadshows

Today here, tomorrow there – innovations and novelties are brought close to the customer.

pro
- Locally flexible
- Permanent exhibition
- Close to customers
- Event Character

contra
- High effort
- Personnel intensive (Crew)
- Material wear
- Space problems
- Environmental impact
- Energy supply
- Country borders

International Congresses

Brings manufacturers and customers together at one place in the world to share information and solutions.

pro
- Future oriented
- Experts among themselves
- Workshops
- Specialist moderations

contra
- High effort
- Boring (PowerPoint)
- Declining nr. of visitors
- High journey costs
- High expenses

Customer events, In-house fairs

Customers come to the manufacturer's place to get information in a more exclusive environment.

pro
- Individual support
- High influence
- Project assessment
- Image
- Exclusive clientele

contra
- Limited nr. of participants
- Supporting program
- Locally limited
- Temporary
- Topics oriented
- Travel expenses
- No Comparison

Technical field worker

Brings the information and novelties directly to the customer. Problems can be discussed directly on site.

pro
- Direct to the customer
- Impression of the company
- High influence
- Personal relationship
- On-site advice

contra
- Determined area
- High contact costs
- Visits of convenience
- Travel intensive
- Limited contact count
- Expenses
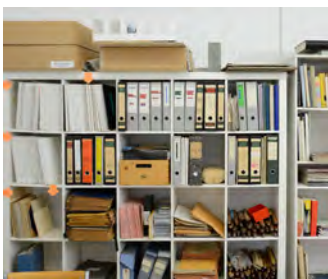- Environmental impact

Call Center

Contact with the customer is made by selected phone marketing to generate a first contact.

pro
- Cheap
- High range

contra
- Image damaging
- Harassing
- Intensive preparation
- Lack of competence
- Low information content

Catalogue walls

The most large and eye-catching folders, catalogues and books are at the customer's fingertips.

pro
- Data archive
- Central storage
- Written notes

contra
- Not digitally available
- No search function
- Space intense
- Locally bound
- No longer up-to-date
- Never up-to-date

Send documents

Current technology and innovations are put on the table in paper form for an interested party.

pro
- Direct to the customer
- Circulate
- Longer visibility

contra
- Unsustainable
- High preparation
- Maintain addresses
- No longer accepted

Advertisements

in professional journals, the latest products and innovations feature prominently alongside specialist articles.

pro
- By detour to the customer through thematic magazines.

contra
- Expensive
- Increasing print runs
- Hard to measure
- Advertisement collection
- No longer up-to-date

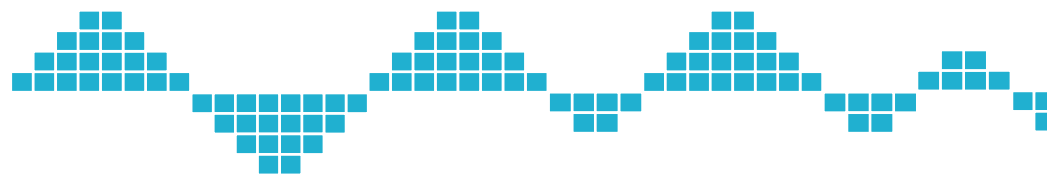Personnel costs
high

Travel expenses
high

Time effort
high

What are your current success rates?

Is this effort worth it?

Digital

Digitization is increasingly affecting people's daily lives. The flood of data and the speed of information has increased rapidly. New network technologies will reinforce this trend in the future.

Digital communication has a versatile and creative way to transmitting information. Through anonymity, however, this kind of contact at the level of personal relationships has a very inadequate effect.

Sending E-Mails

The information comes directly to the customers email inbox.

pro
- Many recipients
- Direct to the customer
- Creative freedoms
- Easy contact type
- Cheap

contra
- Saturated customers
- Poor image
- Low value
- Legal regulation
- Reception unsafe
- Spam
- Mass dispatch

Good website

Products, solutions and services clearly displayed on a platform for the customer.

pro
- Versatile platform
- High information content
- Image-boosting

contra
- High effort
- Curating needed
- Very expensive
- Time consuming

Google AdWords

Brings customers to their own website according to their profile and searchqueries.

pro
- Targeting customers
- Good success rate

contra
- Expensive
- High effort
- Only successful in combination with good website
- Selective advertising

Webinar

Several customers at once receive new products and innovations presented live via video.

pro
- Modern
- Live
- Several participants
- Supported by Power Point

contra
- Minimal dialogue
- Appointment oriented
- Fixed theme
- A lot of preparation
- Crew in the background
- Registration

Social Media

The user is informed about new products or innovations through the usual platforms.

pro

- Users in "Private" mode
- Mobile accessible

contra

- Long lead-up
- High effort
- Poorly measurable
- Minimal dialogue
- Shitstorm

Blogs

External reporting tells us about innovations, usually from a different point of view.

pro

- Additional range
- Another, more credible source for the user

contra

- High effort
- Poorly measurable
- Relying on the blogger's qualities
- Monologue

Sweepstakes

New contacts are collected through the prospect of a win.

pro

- Personal motivation
- Customer data

contra

- Image of a data collector
- Legal requirements
- The potential of the data is difficult to estimate, as there are often private interests.

Industry directories

Lists the different manufacturers of a product.

pro

- Additional range
- Competitive comparison

contra

- Competitive comparison
- Care effort
- Largely useless

Product videos

Show the benefits and features of a product using image and sound.

pro

- Durable
- Use multiple times
- Modern

contra

- Expensive
- High effort
- Fixed theme
- Monologue
- Knowledge of film production needed

Personnel costs **low**

Travel expenses **low**

Time effort **medium**

What are your current success rates?

Are your customers happy about such contacts?

LiveCall

The system for more success

Limitless range

For **LiveCall**, the distance doesn't matter. Time and local restrictions are eliminated.

Higher efficiency, immediately at the customer

The number of contacts is increased many times by the elimination of the travel time.
With **LiveCall** you are the first at the customers workplace!

Many products are available

Show the customer the products for which he's interested. The showroom offers enough space and can be easily and quickly redesigned.

Selective project visits

By contacting with **LiveCall**, you can see whether a visit to the customer makes sense. Empty visits are successfully avoided, contact costs are massively reduced.

Internet

Personal and directly at the workplace

The personal relationship remains

The customer sees the person already known. Through the image and sound connection, the participant perceives the **LiveCall** as a personal contact. Working units increase the feeling of a real visit.

Feel-good area, high acceptance

The participant feels very comfortable at his workplace. He can follow and help shape the presentation in his usual environment.

The sound comes over the phone only, other employees are not disturbed, the conversation between the participant and moderator remains private.
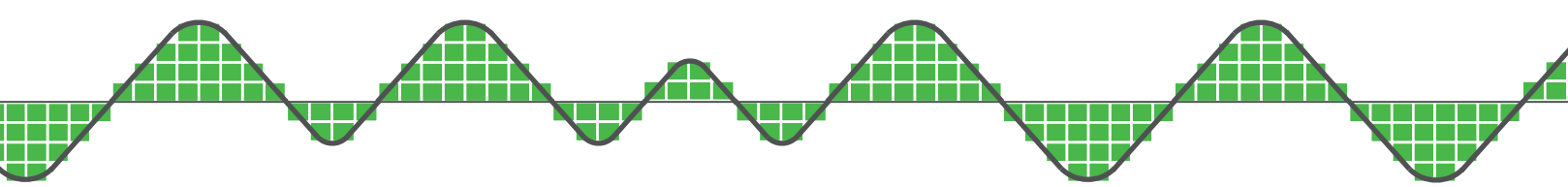
Impressions of an active
LiveCall showroom

One person controls the complete system

The moderator communicates with the customer and controls the camera. In this way, he shows his counterpart exactly what interests him. An individual dialogue on the relevant topics is created. Various solutions can be shown.

Better Work-Life Balance

LiveCall enables modern forms of working time models, such as part-time and home office.

Eco-friendly and future-oriented

With **LiveCall** CO_2 friendly, without stress and traffic jam at any time with the customer.

Travel expenses	Time effort	Personnel costs	Chances of success	Satisfaction
low	low	low	high	even higher!

A patent protected solution

Why is patent protection necessary

LiveCall should remain an atractive contact option in the future. With patent protection, we prevent the uncontrolled, mass use of this type of contact. The target is to keep this medium on a high level of quality and exclusivity. **LiveCall** should continue to be a positive experience for the customer in the future.

To maintain this high standard, a limited number of licenses are granted to selected partners.

What includes a usage license

A license entitles you to use **LiveCall** for one year. A country license can be divided into sub-licenses by industry, language, or region.

Our license partners support us through active market monitoring. In the interests of both sides, unlicensed activities are reported and warned by us. There is no claim to exclusivity.

LiveCall

wire
your customer!